

# Hospitality and Tourism Management

The vision for the Hospitality and Tourism Management (HTM) major is to develop future hospitality leaders with the knowledge, skills, and abilities to acquire entry-level management positions with prestigious hospitality firms.

This curriculum builds upon the strong foundation of the university's liberal arts core and the School of Management's business core curriculum (accounting, finance, and marketing). At Cal Lutheran, students will develop not only industry specific skills but also managerial abilities that will serve them well in their career. Beyond contributing to and endorsing the curriculum's development, local hospitality leaders will also be supporting the HTM program by providing experiential learning opportunities through internships and course collaboration. While future graduates of the Hospitality and Tourism program will have numerous career options, graduates will be well positioned for careers in lodging operations, event management, food and beverage management, and travel and destination marketing.

70 major credits. 42 credits upper division

Business Foundations (take all)		
MATH 145	Business Mathematics	4
BUS 251	Principles of Accounting	4
BUS 252	Managerial Accounting	4
BUS 301	Communication for Managers	4
ECON 203	General Economics	4
ECON 311	Statistical Methods	4
Hospitality & Tourism Foundation Courses		
HTM 101	Intro to Hospitality & Tourism Studies	4
HTM 102	Information Systems/Tech Hospitality	2
HTM 103	Values, Prof Standard, Protocol	2
HTM 201	Hospitality Operations Mgmt Theory Practice	4
HTM 220	Selection, Procurement & Supply Mgt	4
HTM 330	Hospitality Org Behavior, Hr Mgt	4
HTM 374	Business and Hospitality Law	4
HTM 375	Marketing & Sales for Global Hospitality	4
HTM 391	Finance for Global Hospitality	4
HTM 410	Quality, Safety, Service & Guest Mgmt	4
Select one of the following Ethics courses		
PHIL 370	Business Ethics	4
RLTH 350	Contemporary Christian Ethics	4
Internship (2 internships required)		2-4
HTM 492	Internship	1-4
Capstone		
HTM 469	Hospitality Business Strategy	4
Select one of the following electives		
BUS 443	Event Planning and Management	4
HTM 350	Entrepreneurship in Hospitality	4
HTM 430	Global Issues in Hospitality Management	4
HTM 440	Leisure Mgt & Club Operations	4
HTM 441	Cruise Ship Business & Operations	4

## Courses

### Lower Division

#### HTM 101. Intro to Hospitality & Tourism Studies. (4).

This course is designed to provide students with a comprehensive overview of the hospitality and tourism industry on a national and international level. The course will focus on segments and stakeholders that play a significant role in the hospitality and tourism, industries, and it will provide an introduction to the many business processes in organizations in these industries. Students will learn about and reflect on the different aspects and elements of hospitality and tourism on a professional level, gain knowledge of the many different functions and career opportunities, and thus acquire a good understanding of the basis necessary for further study in hospitality management.

**HTM 102. Information Systems/Tech Hospitality. (2).**

Introduces management information systems (MIS) technology and its application to hospitality sectors from managerial and strategic perspectives. Investigates the value and use of information and a competitive tool in the hospitality industry. Surveys computer applications, products and trends in gathering, analyzing, storing and communicating information within hospitality sectors. Focuses on value of information technology for improving business processes.

**HTM 103. Values, Prof Standard, Protocol. (2).**

This course focuses on the role of personal and organizational values, professional standards, protocol and social etiquette in creating the customer experience. At the end of the course, students will understand the importance of values as guidelines and they will have learned rules of good behavior for the most common social and business situations in the hospitality industry. This course will also cover topics and special applications, such as dining and meeting, personal and telephone communication, email, social media and business writing, personal appearance and aligning with workplace expectations, image management, international etiquette, and others.

**HTM 201. Hospitality Operations Mgmt Theory Practice. (4).**

This course provides students with knowledge about the significant roles that Service, Restaurant, Rooms, Real Estate and Facility Management plays in the hospitality industry. The course addresses the challenges of the service industry, with particular attention to food service and hotel operations. With focus on hotels and restaurants, the course explains the core operations in managing renovation and construction of real estate, the ability to analyze the equity in prospective real estate investments and how these tools can help business owners and managers become better decision makers. At the end of this course, students will be able to understand the importance of examining different investment opportunities, renovation and modernization projects and how coordination of resources can benefit the business economy.

**HTM 220. Selection, Procurement & Supply Mgt. (4).**

This course will prepare students to understand contemporary principles and to employ methods of effective and sustainable food, beverage, and supply purchasing necessary to support food preparation and service departments of hospitality operations. The course will also cover topics such as global distribution channels and intermediaries in the supply chain, food distributor financial statement analysis, product specifications, food grading, comparative buying, evaluation and selection of suppliers, development of buying strategies, influence of economic and environmental factors on supply, purchase timing and inventory management using current industry technology and software.

**Upper Division****HTM 330. Hospitality Org Behavior, Hr Mgt. (4).**

Occupations in the hospitality industry require a high degree of awareness of social interaction. This course introduces students to leadership principles and organizational behavior in the hospitality and tourism industries. It provides students with the opportunity to develop a deep understanding of how to manage people in the workplace with a sensitivity to cultural differences, and how to be an effective leader as a hospitality manager. It also introduces students to the human resource management function in the hospitality and tourism industries. It provides students with the opportunity to develop a deep understanding of the importance of human capital in hospitality and tourism, and it explores various human resource functions including recruitment, selection, placement, compensation, motivation, performance appraisal, as well as selected legal issues from a skills perspective.

**HTM 350. Entrepreneurship in Hospitality. (4).**

The tourism and hospitality industries are especially attractive to entrepreneurs. Entrepreneurial companies like AirBnB, TripAdvisor and Yelp! have changed the landscape of the industry, and there's much more change to come. This course introduces students to entrepreneurship in the tourism and hospitality industries, and to the concepts of business and market models, specifically as they apply to these industries. Students will learn about the history of the industries and study both established and emerging business models. The course will introduce the unique relationship between technology and its effect, especially the potential for disruptive change. The course leads students through the major steps of opportunity identification, value proposition design, and new venture realization, blending theory with practice. Students will be challenged to apply the principles, concepts and frameworks to real life situations, and will conceive and develop their their own startup ideas.

**HTM 374. Business and Hospitality Law. (4).**

This is a high-level course in hotel and restaurant law with an emphasis on risk management and security. The student is introduced to the fundamental laws, rules and regulations applicable to the hospitality industry, both in the U.S. and internationally. The case study approach is used to develop critical thinking and an awareness and understanding of the legal problems confronting the hospitality manager and executive in policy and decision-making.

**HTM 375. Marketing & Sales for Global Hospitality. (4).**

This course provides an introduction to marketing and sales for Hospitality majors. The goal of the course is to introduce the basic concepts of marketing and its application in the hospitality industry. Key areas of discussion include the unique attributes of services marketing, marketing research, consumer behavior, market segmentation, product planning, branding, distribution systems, pricing, promotion, and direct and online marketing. A variety of teaching techniques will be used to create an interactive learning environment.

**HTM 391. Finance for Global Hospitality. (4).**

This course provides an introduction to the fundamentals of hotel and restaurant finance and develops an understanding of the strategic roles that financial analysis and finance play in internal management decision-making. Topics include security valuation, risk analysis, working capital management, financial budgeting and planning, time value of money concepts, financial ratio analysis and capital budgeting.

**HTM 410. Quality, Safety, Service & Guest Mgmt. (4).**

This course introduces students to current service management styles, practical issues, and future trends in the hospitality and tourism industry. The purpose of this course is to provide students with the opportunity to obtain a comprehensive understanding of the customer and quality service experience. Students will learn how services differ from goods, and what these differences imply for operational efficiency and management expertise in hospitality businesses. Introduces students to sanitation and safety principles in hospitality operations. Addresses issues impacting consumers and operators, focusing on quality of service and product delivery, and the systems required to deliver those consistently. Examines characteristics of food, supplies, and equipment as related to quality, sanitation, cleanliness, and safety.

**HTM 430. Global Issues in Hospitality Management. (4).**

This course will focus on a broad range of subjects ranging from global macro-trends in the hospitality industry to operations in international hospitality businesses. Special attention will be given to the impact of cross-cultural differences (especially those in non-Western cultures) on issues and situations in the management of a diverse, multi-cultural workforce, problem solving methods, and development and implementation of practical solutions.

**HTM 440. Leisure Mgt & Club Operations. (4).**

This course examines the growing segment of fitness, wellness, spa and club operations within the hospitality industry. Students will develop a deep understanding of existing and emerging trends, and they will take a comprehensive look at industry basics from establishing a wellness business to marketing and administrative practices, client management, and more. The course will also investigate different approaches to maintaining a healthy lifestyle and therapeutic programs.

**HTM 441. Cruise Ship Business & Operations. (4).**

This course is designed to equip students with a deep understanding of cruise operations and management, as well as providing an essential overview of elements relating to life and work on a cruise ship from both an employee and a customer perspective. Students will have the opportunity to develop a detailed knowledge of the cruise industry, especially cruise marketing and cruise management. Topics include history, marketing of the cruise line industry, sectors and global trends, ship design, operations, career opportunities, customer service, regulation, safety, crisis management, among others.

**HTM 469. Hospitality Business Strategy. (4).**

Complex hospitality business cases integrating the fields of marketing, finance, law, accounting, economics and industrial management provide a realistic view of how general managers deal with conceptual and real-world business problems. Cases include analysis of strategic, interpersonal business problems from the hospitality industry.

**HTM 492. Internship. (1-4).**